

FIRST THINGS FIRST

The right system for bright futures

Arizona Early Childhood Development & Health Board

North Phoenix Regional Council

The regular meeting of the First Things First North Phoenix Regional Partnership Council of the – Arizona Early Childhood Development and Health Board was held on April 14, 2009 at 4:30p.m. at the Washington Elementary School District Office, 4650 West Sweetwater, Glendale, AZ 85304.

Members Present:

Bill Adams, Sally Downing, Dr. Elaine Ellis, Gina Montes, James Emch, Jenna Goad, Mindy Zapata.

Absent:

Karyn Parker, Connie Robinson.

Call to Order

North Phoenix, Chairman Bill Adams welcomed everyone and called the meeting to order at approximately 4:33p.m.

Consent Agenda

Attachment one, minutes of March 10, 2009 Regular Council Meeting and attachment two, minutes of March 27, 2009 Special Council Meeting, were removed from the consent agenda for discussion.

Council Member Emch abstained from voting on attachment two, minutes of March 27, 2009 Special Council Meeting, because he was not present at the meeting.

Council Member Montes joined the meeting and the Council had a quorum.

A motion was made by Council Member Goad to approve the March 10, 2009 Regular Meeting Minutes. Seconded by Council Member Ellis, motion carried.

A motion was made by Vice Chair Downing to approve the March 27, 2009 Special Meeting Minutes. Seconded by Council Member Montes, motion carried. Council Member Emch abstained from voting.

Call to the Public

Chairman Adams made a call to the public. There were no requests to address the Council.

Funding Plan Implementation Update

RFGA timelines were provided to the Council. Regional Coordinator Brenda Tomlin reminded the Council the Early Literacy strategy was released on March 5, 2009. The pre-application conference was held on March 13th and the RFGA will close on April 16th. The Early Literacy strategy is being combined with Central Phoenix. Coordinator Tomlin informed the Council the review committee training and meetings will occur during the week of April 20, 2009. Coordinator Tomlin stated the review committee's goal is to have recommendations to the Council by the May 12th meeting. The Council would then forward their recommendations to the State Board for approval at their June meeting.

The Preventative Dental Strategy, which was released on April 8th, is being combined with South Phoenix and South West Maricopa. Coordinator Tomlin explained there will be one review committee made up of representatives from all three Council areas. That review committee will make one set of recommendations to all three Councils. The Council's challenge will be whether or not recommendations can be made by the Council meeting on June 9th. Council recommendations for this strategy will be presented to the State Board in August. Coordinator Tomlin offered the following suggestions; a) vote on recommendations in July, or b) cancel the July meeting if recommendations are not made by June 9th and conduct a phone meeting toward the end of June once recommendations are available. After an approval by the State Board, this contract will be awarded in September and will have only a ten month duration.

Council Member Ellis strongly suggested the need for a health care representative or provider to sit on the review committee. If no one is available, Council Member Ellis offered to be a member of the review committee. Coordinator Tomlin is in the process of setting up a review committee with the other Regional Council Coordinators and stated she would pass on the recommendation that a medical provider be included. Coordinator Tomlin will be in touch with Council Member Ellis if needed.

Council Member Emch announced he was unsure whether or not he may have a potential conflict of interest regarding the applications the Council will be reviewing for a vote at the next Council meeting. Coordinator Tomlin informed the Council that the Finance Department will be attending the Council's May 12th meeting to discuss what constitutes as substantial conflict of interest. Scenarios and questions can be made at that time. Chairman Adams suggested if anyone thought they may have a conflict of interest, they could email Coordinator Tomlin and she will confer with the legal department at First Things First.

Coordinator Tomlin informed the Council that FTF is continuing to meet with recommended agencies and vendors to provide the expedited home visitation services as well as the additional food boxes. A review committee representative of all Maricopa Regional Councils met regarding the food boxes. Due to additional funding that was allocated from two Councils, there was approximately \$750,000 to allocate in Maricopa County. Coordinator Tomlin announced the home visitation service providers to be awarded contracts under the expedited process for the North Phoenix region:

- Southwest Human Development
- Parenting Arizona (Chicanos Por La Causa)
- Child Family Resources

Coordinator Tomlin will provide an update on the progress of implementation of these funds/services at the May 12th meeting. Initially, monthly reports will be requested from the providers and thereafter quarterly reports. Contracts are in the process of being signed.

Coordinator Tomlin notified the Council that the provider for the Birth to Five Helpline which is similar to the Council's Warm Line Strategy, Southwest Human Development (SWHD), has not currently identified a need for additional funding to support this strategy. SWHD is providing services Monday through Friday 8am to 8pm and Saturday 10am to 2pm with an 80% satisfaction rate. There is no information currently available that identified an unmet need. Based on this, Coordinator Tomlin suggested a few options; a) go back to confirm they do not need

additional funding and propose some ideas of what the Council is still interested in funding, b) consider another strategy, c) carry the money forward, d) add money to another strategy or e) direct Coordinator Tomlin to come back with more recommendations.

The Council is concerned about citizens getting an answering machine in daytime operating hours and also what type of calls may be coming in from 8:00pm to 8:00am. Council Member Emch suggested Coordinator Tomlin research hospitals in the Region to determine the type of calls they receive at night, from 8:00pm to 8:00am. Council Member Goad suggested the Council look into what other states are doing. Council Member Ellis suggested Coordinator Tomlin see if John C. Lincoln Hospital has a hotline and look into other potential partners within our region to further the strategy that the Council felt was important.

Coordinator Tomlin informed the Council when a parent calls the Birth to Five Helpline after normal operating hours, they have the option of leaving a message on the voice mail, which is to be returned within 24-48 hours.

Chairman Adams identified that the Council needs to know what the Council's target area looks like. If services are available and the public is just not yet aware, this may be an educational component and could make the Council's ultimate strategy look different.

Council Member Montes suggested the Council step back and take a thoughtful approach on this issue and not act in haste. She identified it was important to have good information before a final decision was made by the Council.

Vice Chair Downing requested Coordinator Tomlin find out what Southwest Human Development's original mission or vision was for their helpline, as that may help this Council decide how/if to proceed.

Council Member Ellis mentioned the teen population and texting capabilities. She felt it was important for this type of option to be available for this strategy to be truly effective.

Statewide Initiative Update

Jill Stevens from First Things First provided information and an update regarding Quality First! Ms. Stevens stated the Council will receive periodic reports of the sites funded in the Council's region. There will be plenty of public relations and celebrations. Coordinator Tomlin announced she will make site visits and introduce herself once the centers are selected and will bring information back to the Council. The Council may wish to have a center come to a meeting and let the Council know how they are doing. Chairman Adams suggested each Council member may want to conduct different site visits to show support.

Coordinator Tomlin provided an update on the statewide implementation of the T.E.A.C.H. scholarships and explained regular updates will be made available for the Council. An update was also provided on the statewide implementation of Child Care Health Consultants. FTF policy staff are optimistic they will find enough qualified health professionals to meet the needs of this strategy.

Statewide Communication Plan Presentation

Coordinator Tomlin provided a presentation on FTF's communication plan and marketing tools that are available for the Council. The Council discussed different strategies on getting the word out about First Things First and what the Council has accomplished and what they intend to accomplish. Council Member Goad commented for strategic reasons the Council needs to get the word out and suggested certificates of appreciation for elected officials and legislators that have championed children's' issues, or on a community level where volunteers are honored. The following ideas were discussed by the Council:

- Public Service Announcements (PSAs)
- Community events/booths
- TV/Media

- Visits to organizations/school boards
- Billboards
- Certificates of Appreciation
- Create a workgroup or subcommittee
- Hire marketing firm and let them know the Council's intent

The Council was asked to email Coordinator Tomlin their marketing ideas and any upcoming events they may know of in the community. Coordinator Tomlin will research calendars online of upcoming events in the next 90 days where the Council may be a good fit.

Coordinator Tomlin explained The Board has not yet released funds for communication. Funds should be released in July for the next fiscal year, approximately \$235,000. Some of that money may be able to be used toward hiring a marketing agency.

Chairman Adams requested the following items be added to our next discussion regarding our Council Communication Plan:

- Community Outreach
- Sample cost scenarios of what an Agency could provide
- Rules of Engagement

Recruitment efforts for empty North Phoenix Council Seats Update

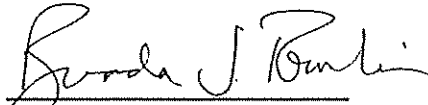
Chairman Adams reminded the Council the Faith Based and Business Council seats are still open. Michael Fisher with Metro Center was contacted regarding the Business seat, but was unable to make a commitment to the Council at this time. Council Member Emch suggested he could move over into either the Faith Based or Business Council seat. This would open the At Large seat, which may be easier to fill. Chairman Adams stated he could do the same. Coordinator Tomlin will research if this is possible.

Chairman Adams reported Calvary, Orangewood and North West Community Churches have all been contacted to fill the Faith Based Council seat. Coordinator Tomlin has already met with representatives from two of these Churches, and unfortunately, they do not have the time to commit to our Council at this time. Coordinator Tomlin does have a meeting scheduled with another potential candidate from the third church. Coordinator Tomlin stated she will continue to contact members from WESTMARC to see if they would be interested in a seat on the Council.

Adjournment

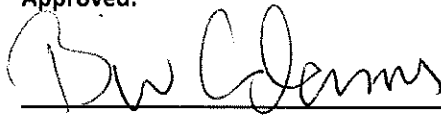
There being no further business Chairman Adams adjourned the North Phoenix Regional Council Meeting at 6:25p.m. A motion was made by Council Member Ellis. Seconded by Council Member Emch, motion carried.

SUBMITTED BY:



Brenda Tomlin, North Phoenix Regional Council Coordinator

Approved:



Bill Adams, North Phoenix Regional Council Chair